METHOD OF POPULATING AN EXPLICIT PROFILE

ABSTRACT OF THE DISCLOSURE

During initialization of an explicit user profile for a recommender system, the user rates only one or more supersets of attributes and/or one or more consistently recurring attributes from the total set of attributes which may be employed by the recommender system to generate suggestions. While viewing lists of subject matter to which the recommender system relates at any time thereafter, the user may view and manipulate individual ratings for all attributes associated with a particular list item. The explicit profile is updated by addition of the item and associated rating value or replacement of the current rating value with the new value entered by the user. The profile may be supplemented with implicit ratings based on the user's viewing history.